

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings of claims in the application:

**Listing of Claims:**

1.-24. (canceled)

25. (new) A method for producing an RFID label using a printing process, comprising the step of applying at least parts of an antenna and a tuned circuit required for functioning of the RFID label by printing conductor tracks on a printing material by sheet-fed offset printing.

26. (new) The method of claim 25, wherein a conductive paste or a conductive printing ink is used for printing the conductor tracks.

27. (new) The method of claim 25, wherein conductive printing ink having metallic particles is used for printing the conductor tracks.

28. (new) The method of claim 25, wherein conductive printing ink having carbon black or carbon fibers is used for printing the conductor tracks.

29. (new) The method of claim 25, wherein the conductor tracks are applied in a sheet-fed offset press having a gripper transport means.

30. (new) The method of claim 25, wherein the conductor tracks are applied within a web-fed offset press.

31. (new) The method of claim 29, wherein said step of applying comprises applying the parts of the antenna and the tuned circuit to a rear side of the printing material, and subsequently turning the printing material over in a turner device.

32. (new) The method of claim 25, further comprising the step of applying a protective varnish or a protective ink to the printing material after the parts of the antenna and the tuned circuit are applied to the printing material.

33. (new) The method of claim 32, wherein the protective varnish or the protective ink is applied using the sheet-fed offset printing method.

34. (new) The method of claim 25, further comprising the step of applying a protective varnish to the printing material after the parts of the antenna and the tuned circuit are applied to the printing material, wherein the protective varnish is applied using a flexographic printing unit having a chamber type doctor and an engraved roll.

35. (new) The method of claim 25, further comprising the step of applying a protective varnish to the printing material after the parts of the antenna and the tuned circuit are applied to the printing material, wherein the protective varnish is applied via a two-roll flexographic printing unit.

36. (new) The method of claim 25, wherein the printing material is a fibrous material.

37. (new) The method of claim 25, wherein the printing material is a film.

38. (new) The method of claim 25, wherein the printing material is a woven fabric made from at least one of natural and synthetic fibers.

39. (new) The method of claim 25, wherein the printing material is an absorbent printing material, the method further comprising one of precoating, prevarnishing or preprinting the printing materials with a varnish or a preprinting ink to reduce absorption properties of the printing material.

40. (new) The method of claim 39, wherein the step of precoating, prevarnishing or preprinting is performed by a direct letterpress printing unit.

41. (new) The method of claim 39, wherein the step of precoating, prevarnishing or preprinting includes indirectly applying the varnish or ink using a relief printing plate and a rubber-covered cylinder.

42. (new) The method of claim 39, wherein the step of precoating, prevarnishing or preprinting includes applying the varnish or ink using an offset printing unit.

43. (new) The method of claim 25, further comprising the step of printing two lines next to one another over a distance to produce a capacitive element, the lines being connected to one another at the ends of a shorter line of the two lines.

44. (new) The method of claim 25, further comprising the step of producing a capacitive element by printing a base line on the printing material, printing an insulator, and printing a complementary line on the insulator so that the insulator is arranged between the base line and the complementary line.

45. (new) A method for producing an RFID label using a printing process, comprising the step of applying at least parts of an antenna and a tuned circuit required for

functioning of the RFID label by printing conductor tracks on a printing material, directly or indirectly, using a relief printing plate.

46. (new) The method of claim 45, wherein the relief printing plate is clamped onto a plate cylinder of a sheet-fed printing press or web-fed printing press and the conductor tracks are printed by applying ink to the printing material indirectly by a rubber-covered cylinder.

47. (new) The method of claim 46, wherein the relief printing plate is used in a printing press which also comprises offset printing units.

48. (new) The method of claim 45, wherein the relief printing plate is in direct contact with the printing material in a sheet-fed or web-fed printing press.

49. (new) The method of claim 48, wherein the relief printing plate is used in a printing press which also comprises offset printing units.

50. (new) The method of claim 45, wherein the printing material is a fibrous material.

51. (new) The method of claim 45, wherein the printing material is a film.

52. (new) The method of claim 45, wherein the printing material is a woven fabric made from at least one of natural and synthetic fibers.

53. (new) The method of claim 45, wherein the printing material is an absorbent printing material, the method further comprising one of precoating, prevarnishing or

preprinting the printing materials with a varnish or a preprinting ink to reduce absorption properties of the printing material.

54. (new) The method of claim 53, wherein the step of precoating, prevarnishing or preprinting is performed by a direct letterpress printing unit.

55. (new) The method of claim 53, wherein the step of precoating, prevarnishing or preprinting includes indirectly applying the varnish or ink using a relief printing plate and a rubber-covered cylinder.

56. (new) The method of claim 53, wherein the step of precoating, prevarnishing or preprinting includes applying the varnish or ink using an offset printing unit.

57. (new) The method of claim 45, further comprising the step of printing two lines next to one another over a distance to produce a capacitive element, the lines being connected to one another at the ends of a shorter line of the two lines.

58. (new) The method of claim 45, further comprising the step of producing a capacitive element by printing a base line on the printing material, printing an insulator, and printing a complementary line on the insulator so that the insulator is arranged between the base line and the complementary line.